

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Fashion Marketing and Management

2011

FMC2 Curriculum Modification for 2012-13

Fanshawe College

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PROGRAM/CURRICULUM "RATIONALE FOR CHANGES"

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NOV 29 2011

REGISTRAR

All requests for changes to programs of instruction must be submitted to the Registrar's Office by December 1st each year for changes to be implemented for the following September intake. All changes require the approval of the Dean and possibly the VPA's Office, if significant.

REMINDER: We need to ensure that changes are made properly and in a timely manner to: maximize student success; optimize employment preparation; meet all quality and integrity responsibilities to MTCU, PQAPA and our Board of Governors; and meet community expectations.

→ The **Program/Curriculum "Rationale for Changes"** should be completed using this template and all areas must be completed. An electronic copy of this document should be submitted to the Registrar's Office.

→ The Dean/Chair responsible for the program should consult with other affected schools and obtain the appropriate sign-offs on a paper copy of this document. Once all consultations and sign-offs have occurred, the paper copy should be submitted to the RO

→ Course Request Forms must also be submitted electronically to Strategy and Planning for all new courses. These will be forwarded to Scheduling following approval of the changes by the Dean and possibly the VPA's Office.

1.0 Program Requiring Changes

Program Title:	Fashion Merchandising	
Program Alpha & Number:	FMC2	
Effective Catalog Year:	2012-2013	

Please answer each of the questions below, if applicable. Missing or incomplete information may delay approval and/or implementation of the proposed changes.

2.0 Rationale for Changes

2.01 Provide a brief description of the reasons for the proposed changes.

- Adjust curriculum to better prepare students for industry related work by ensuring inclusion of the following areas:
- Math applications reinforcing real life fashion industry opportunities such as store sales and management through "LC-Live Chic" retail store
- Introduction to E-Commerce
- Expand career search skills

2.02 Students

- Are changes a response to student feedback? Or our Programs Data Report - Weak Factors? (summarize how changes address this issue)
- Student requests, feedback, surveys
- Industry requests, surveys
- Program Review Outcomes

- How will changes affect student learning and success? (describe evidence to support this)
 - Opening of LC retail store-course curriculum (learning classroom)
 - Store Operations-run by students
 - Changes to support store
 - Introduction of E-Commerce to stay current with industry
 - How will changes affect cost of the program for students? (e.g., materials fees; equipment fees - laptop program; OSAP implications)
- Minimal domain name plus website cost (\$90.00)

- How will changes affect the flow of the program?

Curriculum aligned with student need for specific retail skills to work in store. Store is now focal point for application of learned skills from classroom.

2.03 Relationship of Program to Industry

- How do changes reflect trends in the field or in industry? (Provide data regarding industry and/or professional trends.)
- Industry has always supported the idea of a student assisted store. Industry wants experienced hires for management positions. Our program is now competitive with other colleges offering similar program.

2.04 Program Learning Outcomes

- How do the changes align with Ministry outcomes? (Provide a copy of the completed program map indicating gaps/overlaps that are being corrected).
- We have made appropriate changes to the program outcomes as per Program Review , See attached program map.

2.05 Relationships with Other Fanshawe College Programs

- Is this course in a laddered program or part of any other Fanshawe College program?
- Fashion Merchandising program stands alone in its credentials offered to students. Often students will further their skills in Corporate Communications, Marketing, and Public Relations at Fanshawe College.

2.06 Relations with Other Post-Secondary Programs

- How will the changes affect transfer agreements with other post-secondary institutions?
- What discussions have been initiated with these institutions regarding the changes?
- Students receive credit for one entire year with Ryerson University in the Retail Management Degree.

2.07 Changes on Fit of Program with general College Requirements for Programs

- How do changes affect the fit of the program with the College's strategic plan, program mix, general education requirements, marketing?
- Are changes consistent with Colleges policies/practices? (Identify specific areas where policies/practices need to be altered if program changes approved.)
- The Fashion Merchandising program is now more current than it was previous. We have satisfied many requests asked of the industry.

3.0 Consultation Regarding Proposed Changes

3.01 Consultation With Program Advisory Committee

- Indicate feedback from the program advisory committee regarding the changes.
- Program Advisory Committee members are delighted about the retail store on campus to be used as a classroom. Industry members invited to Year One Orientation and also Grand Opening on October 20/11

3.02 Consultation with Other Programs/Schools/Services

- What programs/schools/services have been consulted?
- What feedback and suggestions have been offered through consultation?
- Nil

4.0 Resource Implications of Proposed Changes

4.01 Staffing

- Outline all staffing consequences, both for the program and related areas.
- We require a full-time manager for the store. This person would oversee students working on their individual shifts by coaching and training students.
- Opening and closing procedures for the store
- Cash handling procedures including daily verification of float counts and purchase transactions
- POS training using college's Bookware system to ensure accurate processing and balancing of store's sales transactions.
- Perform manager over rides for refunds and returns
- Review security and robbery prevention procedures
- Ensure Health and Safety guidelines and policies are adhered to
- Coach students on customer service and selling best practices
- Guide students through store image and visual merchandising techniques
- Complete checklist for students on their shift performance-submit review and comments at end of day.
- Purchasing of merchandise and supplies for the Fashion Merchandising store
- Unpacking merchandise, ensuring inventory counts are correct, reporting discrepancies to suppliers, tracking credit memos, pricing and labeling of products and receiving POS system.
- Responsible for various accounting procedures including: daily POS reconciliation and cash deposit reporting for RSD.
- Complete and submit pre buy forms for purchase authorization
- Payment of vendor/supplier invoices through assigned college Visa purchasing card
- Custodian of Operational cash float-place coin orders through Brinks as required, following college procedures

4.02 Services

- Outline all consequences on other areas.

4.03 Space or Technology Requirements

- Outline how changes affect space and/or technology requirements.
- Live Chic-retail store requires a computer and storage for inventory.

4.04 Budgetary Implications

- Outline budgetary implications (include consequences on other schools such as increase/decrease in teaching hours required)
- Changes do not affect budget.
- Search for a teacher from business department to teach E-Commerce.
 - Outline changes to materials fees.
- \$90.00 added to level 4 NTI fees to cover cost of Domain Name and Website for new E-Commerce course.

Approvals: Chair of School and Dean of Faculty; possibly VPA's Office, if significant

☐ Approved

☐ Not Approved / Requires Changes

Helen Pearce
Chair of School/Campus (signature)

Nov 25 / 2011
Date

[Signature]
Dean of Faculty (signature)

Nov 28, 2011
Date

Chair of Servicing School, if required (signature)

Date

Vice-President, Academic, if required (signature)

Date

PROGRAM MAPPING - Fashion Merchandising (FMC2)																				
			LEVEL ONE								LEVEL TWO									
PROGRAM VOCATIONAL LEARNING OUTCOMES			WRIT-1036 Reason & Writing 1 - Art & Design	ACCT-1064 Accounting for Retail	FASH-1002 Textiles 1	FASH-1020 Fashion Illustration	MRCH-1001 Visual Merchandising 1	FASH-1021 Dynamics of Fashion 1	COMP-1351 Design Principles	FASH-1016 Trends, Styles & Influences	COMM-3023 Comm. For Designers, Planners, Techs	FASH-3020 Dynamics to Fashion 2	FASH-1011 Visual Communications 1	MATH-1181 Retail Math 1	MRCH-1004 Visual Merchandising 2	PROP-1044 Prep Production	FASH-1022 Brand Development 1	MGMT-1164 Customer Relationship Management	FASH-3018 Textiles 2	# OF COURSES EVALUATING THE OUTCOME
1 - Introductory																				
2 - Intermediate																				
3 - Advanced																				
The graduate has reliably demonstrated the ability to: (Source: MTCU Code 52909)																				
1. Collect and analyze information, apply software applications and integrate additional digital and written resources to develop and present.			4	1			1	12	12			12	12	1			12	12	2	11
2. Research and interpret business concepts affected by the economic factors focusing on cultural awareness, legal issues, trends and consumer motivation to documents and presentations used in the current retail environment.			4	1			1	1	12			12	12				2	12	1	10
3. Develop and execute the principles of marketing (Product, Price, Place, Promotion, Public Relations) as it relates to manufacturing and retailing of a fashion product.					1		1	1				12	12	1	12	12	12		1	10
4. Communicate with colleagues, customers and related industry personnel with appropriate fashion retail, trade terminology and product knowledge to support customer service.					1	12	1	1	1			12		1	12	12	12	12	2	12
5. Apply sales strategies and techniques to reflect a competition analyses using accounting and mathematical concepts for budgeting and financial planning of retail.					1		1							12	12			12	2	6
6. Interpret, create and demonstrate fashion products and ideas utilizing practical skills as a vehicle for visual communication and display.						23	1	1	12	12		12	12		12	23	12			10
7. Identify textiles, technologies and how they relate to the raw materials used in the designing, manufacturing and retailing of a fashion product.					1			1		1		12					12		23	6
8. Exhibit professional development through effective oral, written, visual communications and portfolio to present to the business community.				2		23	1	1	12	2		12	12	1	12	23	12			12
9. Work with others in a collaborative effort.					1		1	12	12	2		12			12	23	2	2		10
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE			0	3	7	3	6	8	6	6		0	8	5	5	6	5	8	5	6
V = Vocational Courses E = Essential Employability Skills Courses																				
GM = General Education (mandatory) G = General Education (elective)																				
NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a course																				
PROGRAM COORDINATOR: Wella Nolan																				
ACADEMIC CHAIR: Helen Pearce																				
Date Completed: November 2011																				
Professor:																				

PROGRAM MAPPING - Fashion Merchandising (FMC2)																						
LEVEL THREE									LEVEL FOUR													
PROGRAM VOCATIONAL LEARNING OUTCOMES																						
	INDV-XXXX General Education	FASH-3005 Fashion Buying1	MRCH-1013 Store Planning	FASH-3007 Visual Communication 2	MRCH-3002 Visual Merchandising 3	MATH-3066 Retail Math 2	BUSI-1073 Retail-Entrepreneurship	FASH-3019 Brand Development 2	INDV-XXXX General Education	FASH-3011 Fashion Buying2	MRCH-3004 Styling for Photography	MRCH-3005 Fashion-Futures	FASH-1039 Portfolio	FASH-1038 Professional Practices	MRCH-3006 Visual Merchandising 4	MGMT-3051 Retail-Management	BUSI-3031 Retail Operations	FASH-3010 Brand-Development	BUSI-1119 E-Commerce	MKTG-1051 Event Planning & Promotion	# OF COURSES EVALUATING THE OUTCOME	TOTAL FOR PROGRAM
1 - Introductory																						
2 - Intermediate																						
3 - Advanced																						
The graduate has reliably demonstrated the ability to: (Source: MTCU Code 52909)																						
1. Collect and analyze information, apply software applications and integrate additional digital and written resources to develop and present.		1	1 2	2 3		2	2	2 3		3	2	2	2	2		2	2 3	3	1 2	2 3	16	0
2. Research and interpret business concepts affected by the economic factors focusing on cultural awareness, legal issues, trends and consumer motivation to documents and presentations used in the current retail environment.		12	1 2	2 3			2	3		3		2	2	2		2	2 3	3	3	1 2	14	0
3. Develop and execute the principles of marketing (Product, Price, Place, Promotion, Public Relations) as it relates to manufacturing and retailing of a fashion product.		12		2	2 3	2	2	2 3		3	2 3	2	2	2 3	3	2 3	2 3	3	3	2 3	17	0
4. Communicate with colleagues, customers and related industry personnel with appropriate fashion retail, trade terminology and product knowledge to support customer service.		23	2	2	2 3	2	2	3		3	2 3	2	2	2 3	3	3	3	3	3	2 3	18	0
5. Apply sales strategies and techniques to reflect a competition analyses using accounting and mathematical concepts for budgeting and financial planning of retail.		23			2 3	2	2 3			2 3					3	2 3	3		3	2 3	8	0
6. Interpret, create and demonstrate fashion products and ideas utilizing practical skills as a vehicle for visual communication and display.		23	2	2 3	2 3		2 3	3			2 3	2	2	2 3	3		3	3	3		14	0
7. Identify textiles, technologies and how they relate to the raw materials used in the designing, manufacturing and retailing of a fashion product.		23					2 3	3		3		2	2	2			2 3	3	3		10	0
8. Exhibit professional development through effective oral, written, visual communications and portfolio to present to the business community.		23	2	2 3	2 3	2	2 3	3		3	2 3	2 3	2 3	2 3	3	3	3	3			16	0
9. Work with others in a collaborative effort.		23			2 3		3				2 3	2	2	3	3		3			3	9	0
TOTAL # OF OUTCOMES EVALUATED BY EACH COURSE																						
V = Vocational Courses E = Essential Employability Skills Courses																						0
GM = General Education (mandatory) G = General Education (elective)																						0
NB - Only indicate the outcomes that are Taught & Evaluated (TE or TRE) in a course																						
PROGRAM COORDINATOR: Wella Nolan																						
ACADEMIC CHAIR: Helen Pearce																						
Date Completed: November 2011																						
Professor:																						

PROGRAM MAPPING Fashion Merchandising FMC2																				
		LEVEL ONE								LEVEL TWO										
PROGRAM ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES		WRIT-1036 Reason & Writing 1 - Art & Design	ACCT-1061 Accounting for Retail	FASH-1002 Textiles 1	FASH-1020 Fashion Illustration	MRCH-1001 Visual Merchandising 1	FASH-1021 Dynamics of Fashion 1	COMP-1351 Design Principles	FASH-1016 Trends, Styles & Influences		COMM-3023 Comm. For Designers, Planners, Techs	FASH-3020 Dynamics fo Fashion 2	FASH-1011 Visual Communications 1	MATH-1181 Retail Math 1	MRCH-1004 Visual Merchandising 2	PROD-1044 Prep-Production	FASH-1022 Brand Development 1	MGMT-1164 Customer Relationship Management	FASH-3018 Textiles 2	# OF COURSES SUPPORTING THE OUTCOME
4 = R 5 = RE 6 = TE 7 = TRE																				
T = Taught R = Reinforced E = Evaluated																				
The graduate has reliably demonstrated the ability to: (Source: MTCU Code 52909)																				
1. communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.			7	7	7	7	7	7			7	7	4	7	7	7	5	5	15	
2. respond to written, spoken, or visual messages in a manner that ensures effective communication.			5	7	7	7	7	6			7	5	4	7	7	5	5	4	15	
3. execute mathematical operations accurately.						7	4				4		7	7	6			7	8	
4. apply a systematic approach to solve problems.			7	5	7	5	5	5			5	7	7	7	5	4	5	5	14	
5. use a variety of thinking skills to anticipate and solve problems.				5	5	6	5	5			5	4	4	6	5	4	5	5	13	
6. locate, select, organize, and document information using appropriate technology and information systems.				5	6	6	7	7	6		7	4	7	6	6	4	7	5	14	
7. analyze, evaluate, and apply relevant information from a variety of sources.				5	7	7	5	5	6		5		4	7	7		7	5	13	
8. show respect for the diverse opinions, values, belief systems, and contributions of others.				5	4	4	5	5	7		5		4	4	4		4	4	13	
9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.				5	5	7	7	7	5		7		4	7	5		5	5	12	
10. manage the use of time and other resources to complete projects.				5	5	5	7	7	4		7	4	5	5	5	4	5	5	14	
11. take responsibility for one's own actions, decisions, and consequences.			5	5	5	5	5	5	4		5	5		5	5	5	5	4	14	
TOTAL # OF OUTCOMES SUPPORTED BY EACH COURSE		0	5	10	10	11	11	10	8		0	11	7	10	11	14	9	10	11	
PROGRAM COORDINATOR: Wella Nolan																				
ACADEMIC CHAIR: Helen Pearce																				
Date Completed: November 2011																				
Professor:																				

PROGRAM MAPPING Fashion Merchandising FMC2																							
PROGRAM ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES		LEVEL THREE								LEVEL FOUR													
4 = R	5 = RE	6 = TE	7 = TRE																				
T = Taught	R = Reinforced	E = Evaluated																					
The graduate has reliably demonstrated the ability to: (Source: MTCU Code 52909)		INDV-XXXX General Education	FASH-3005 Fashion Buying1	MRCH-1013 Store Planning	FASH-3007 Visual Communication 2	MRCH-3002 Visual Merchandising 3	MATH-3066 Retail Math 2	BUSI-1073 Retail Entrepreneurship	FASH-3019 Brand Development 2	INDV-XXXX General Education	FASH-3011 Fashion Buying2	MRCH-3004 Styling for Photography	MRCH-3006 Fashion-Futures	FASH-1039 Portfolio	FASH-1038 Professional Practices	MRCH-3006 Visual Merchandising 4	MGMT-3051 Retail Management	BUSI-3031 Retail Operations	FASH-3019 Brand-Development-2	BUSI-1119 E-Commerce	MKTG-1051 Event Planning & Promotion	# OF COURSES SUPPORTING THE OUTCOME	TOTAL FOR PROGRAM
1. communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.			5	7	7	7	4	7	7		5	7	7	7	7	7	7	7	7	7	7	18	0
2. respond to written, spoken, or visual messages in a manner that ensures effective communication.			5	7	5	7	4	7	5		5	7	7	7	7	7	7	7	5	7	7	18	0
3. execute mathematical operations accurately.			7	TE	4	7	7	5			7	6	5	5	5	7	5	7				14	0
4. apply a systematic approach to solve problems.				TE	4	7	7		4		5	7	7	7	6	6	6	6	4	4	6	16	0
5. use a variety of thinking skills to anticipate and solve problems.			7	7	4	6	4	7	4		5	7	6	5	5	6	7	7	4	4	6	18	0
6. locate, select, organize, and document information using appropriate technology and information systems.			4	5	4	6	7	6	4		4	7	7	7	7	6	4	4	4	7	5	18	0
7. analyze, evaluate, and apply relevant information from a variety of sources.			5	5		7	4	6			5	7	7	7	7	7	4	4		7	5	15	0
8. show respect for the diverse opinions, values, belief systems, and contributions of others.			4			5	4	4			4	5	5	5	5	5	4	4		4	5	14	0
9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.			4	4		7	4	5			4	7	7	7	7	7	6	5		4	7	15	0
10. manage the use of time and other resources to complete projects.			4	4	4	6	5	4	4		4	6	6	6	6	6	6	5	4	4	5	18	0
11. take responsibility for one's own actions, decisions, and consequences.			4	5	5	5		4	5		4	5	4	4	5	5	4	4	5	4	5	17	0
TOTAL # OF OUTCOMES SUPPORTED BY EACH COURSE		0	10	10	8	11	10	10	7	0	11	11	11	11	11	11	11	11	7	10	10		
PROGRAM COORDINATOR: Wella Nolan																							
ACADEMIC CHAIR: Helen Pearce																							
Date Completed: November 2011																							
Professor:																							

Degree Audit Report

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MAY 29 2011

Catalog: 2012/2013

Program: FMC2

Department: ARD - Design

Academic Level: PS

CCD: 8 - 4AcadSem/1200-1400hrs

REGISTRAR
Name: Fashion Merchandising

Grade Scheme: LG2

Major: FMC2 - Fashion Merchandising

Div: ARD - Art & Design Division

Co-Op Indicator: Mandatory Co-op

Academic Program Requirement

Total Credits: 82.00	Residency Reqmt: 21.00
GPA Requirement: 2.000	Residency Reqmt GPA: 2.000
Minimum Grade: D	

Academic Requirement: FMC2.12 Fashion Merchandising

Major: FMC2

Grade Scheme: LG2

Minimum GPA: 2.000

Minimum Grade:

Subrequirement: Level 1

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
	WRIT-1036 Reason & Writing 1-Art & Design	45.00	3.00	
Remove	ACCT-1061 Accounting for Retail	45.00	2.50	
	FASH-1002 Textiles 1	45.00	2.50	
	FASH-1020 Fashion Illustration	45.00	2.50	
	MRCH-1001 Visual Merchandising 1	45.00	2.50	
	FASH-1021 Dynamics of Fashion 1	30.00	2.00	
	COMP-1351 Design Principles	45.00	2.50	
	FASH-1016 Trends, Styles & Influences	45.00	3.00	**

Subrequirement: Level 2

Gen Ed - See requirement below

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
	COMM-3023 Comm. for Designers, Planners, Techs	45.00	3.00	
	FASH-3020 Dynamics of Fashion 2	30.00	2.00	
	FASH-1011 Visual Communications 1	45.00	3.00	
MATH 1181	MATH-1131 Retail Math 1	45.00	2.00	2.50
	MRCH-1004 Visual Merchandising 2	45.00	2.50	
Remove	PROD-1044 Prod Production	45.00	3.00	
	MGMT-1164 Customer Relationship Management	30.00	2.00	
	FASH-3018 Textiles 2	45.00	3.00	
ADD	FASH-1022 Brand Development 1	45.00	2.50	

Subrequirement: Level 3

Degree Audit Report

Gen Ed - See requirement below

Take all of the following Mandatory Courses:

		Total Hours	Total Credits	GE
FASH-3005	Fashion Buying 1	30.00	2.00	
MRCH-1013	Store Planning	45.00	2.50	
FASH-3007	Visual Communication 2	45.00	3.00	
MRCH-3002	Visual Merchandising 3	45.00	2.50	
MATH-3066 MATH-3012	Retail Math 2	45.00 30.00	2.00 2.50	
BUSI-1073	Retail Entrepreneurship	30.00	2.00	
FASH-1022	Brand Development 1	45.00	2.50	
FASH-3019	Brand Development 2	45.00	2.50	

Subrequirement: Level 4

Gen Ed - See requirement below

Take all of the following Mandatory Courses:

ADD FASH-1038	Professional Practices	30.00	2.00	
ADD FASH-1039	Portfolio	45.00	2.00	
FASH-3011	Fashion Buying 2	30.00	2.00	
MRCH-3004	Styling for Photography	45.00	2.50	
MRCH-3005	Fashion Futures	45.00	3.00	
MRCH-3006	Visual Merchandising 4	45.00	2.50	
MGMT-3051	Retail Management	45.00	3.00	
FASH-3019	Brand Development 2	45.00	2.50	
ADD BUSI-1119	E-Commerce	45.00	2.50	

Subrequirement: Add'l Req

Take the following Mandatory Course:

Normally taken in Levels 3 or 4

Group 1		Total Hours	Total Credits	GE
MKTG-1051	Event Planning & Promotion	45.00	3.00	
Group 2				
BUSI-3031	Retail Operations	120.00	4.00	

Subrequirement: Gen Ed - Electives

Take 6 General Education Credits -

Normally taken in Levels 2, 3 or 4

Subrequirement: Check Residency

Students Must Complete a Minimum of 21 of the Program

Credits at Fanshawe to meet the Residency Requirement and

Graduate from this Program.

Approved By Chair/Manager:

Department and Date:

Approved by Dean:

Date:

General Education Approved By(as appropriate):

Date:

APD Nov 25/11

Nov 28, 2011

H. Shukla Dec 20/11